

City of Coral Gables City Commission Meeting
Agenda Item J-2
October 10, 2017
City Commission Chambers
405 Biltmore Way, Coral Gables, FL

City Commission

Mayor Raul Valdes-Fauli
Vice Mayor Pat Keon
Commissioner Vince Lago
Commissioner Frank Quesada
Commissioner Michael Mena

City Staff

City Manager, Cathy Swanson-Rivenbark
City Attorney, Craig E. Leen
City Clerk, Walter J. Foeman
Deputy City Clerk, Billy Urquia

Public Speaker(s)

Agenda Item J-2 [12:44:50 p.m.]

A Resolution directing the City Attorney to take all necessary action to protect
“Miracle Mile” as a trademark. (Sponsored by Mayor Valdes-Fauli)

City Attorney Leen: Mr. Mayor, item J-2 is a resolution directing the City Attorney to take all necessary action to protect “Miracle Mile” as a trademark. It’s sponsored by you Mr. Mayor. The reason why I asked that this be put on the agenda and the Mayor sponsored it was because there has been an application filed by a company in Illinois, Miracle Mile Shops, it’s a mall is my understanding, and they are asserting the right to Miracle Mile as a trademark. Obviously Miracle Mile is a geographic area as well, and it’s primarily that and it’s in Coral Gables and other areas throughout the United States. For the City of Coral Gables Miracle Mile is the centerpiece of our City, it’s the main street. It’s something that we’ve been marketing, that the B.I.D. has been marketing, that the Chamber has been marketing, and our businesses have been marketing for many years. The goal of this item is to do two things; one, to appear in the application that’s being filed by the Illinois Company, as well as any other companies that file an application. I heard there may be one in Minnesota as well, that’s filing an application, it’s to appear and object to the extent that those applications would affect our rights; and in addition to that, is to assert our own applications to preserve our rights. We will be doing this, the City of

Coral Gables on behalf of the City, the B.I.D., the Chamber, all entities that have an interest in those sorts of marks to preserve them and the City then would manage the mark. But the idea would be, the City is not going to receive money for that, it would work with the B.I.D. and allow the B.I.D. to use the marks, but it would just make sure that they are preserved for our City. Madam Manager do you have anything to add to that?

City Manager Swanson-Rivenbark: I agree with what the City Attorney is doing. Miracle Mile is actually a term used in several areas, not just Coral Gables, but it's important to reserve the rights for Coral Gables.

City Attorney Leen: So, we would need a motion Mr. Mayor. We would like to present this resolution to the U.S. Trademark Office.

Mayor Valdes-Fauli: Is there a motion?

Commissioner Lago: So moved.

Vice Mayor Keon: Second.

Mayor Valdes-Fauli: Will you call the roll please.

Vice Mayor Keon: Yes

Commissioner Lago: Yes

Commissioner Mena: Yes

Commissioner Quesada: Yes

Mayor Valdes-Fauli: Yes

(Vote: 5-0)

[End: 12:46:44 p.m.]